

RESOLUTION NO. R-18-1253

A RESOLUTION OF THE CITY COUNCIL OF MAPLE VALLEY, WASHINGTON, ESTABLISHING STANDARDS FOR IDENTIFYING PUBLIC EVENTS THAT THE CITY COUNCIL DEEMS APPROPRIATE TO BE CONSIDERED CITY-SPONSORED PUBLIC EVENTS.

WHEREAS, the City Council recognizes and acknowledges the importance of public events that serve to enrich the civic, charitable, cultural, economic, athletic, recreational, entertainment and other values of the community; and

WHEREAS, the City Council recognizes that such public events can enhance community identity and economic development; and

WHEREAS, the City Council further recognizes that the limited economic, staff and other resources of the City require that the City define parameters to be used by City staff in determining which events to recommend to the City Council for sponsorship;

WHEREAS, the City Council also deems it appropriate to establish standards as to the nature and scope of City resources available to those public events the City identifies as City-sponsored events;

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF MAPLE VALLEY, WASHINGTON:

SECTION 1. Definitions

For purposes of this Resolution, the following terms have the following meanings:

“Public event.” The term “public event” shall include but is not limited to celebrations, ceremonies, exhibitions, parades, sporting and athletic contests, races, games and tournaments, festivals, fairs and other similar public activities, whether those activities occur on public or private property or both.

“City-Sponsored Event” refers to City acknowledgement of support for a “public event.” Sponsorship of an event allows the City Council to provide financial or in-kind support for an event, but does not obligate the City to do so in anyway.

SECTION 1. City Policy and Limitations in Sponsoring Public Events. It is the City policy to value and encourage public events that benefit residents of the City. The City seeks to support public events either with in-kind support or financial support based on citywide community need and budgetary allocations. To ensure equitable opportunity for organizations, the City is formalizing the process in which organizations/groups receive City sponsorship. This policy will provide the basis for the City to enter into a relationship with an event applicant and provide

financial and/or in-kind support for the sponsored event. It is the public policy of the City that due to the finite economic, staff and physical resources available to the City, the City will sponsor only a limited number of public events per budget year. For financial and other public resource reasons, the City may choose not to sponsor any public events in a particular budget year.

SECTION 2. Eligibility. Subject to the limitations set forth in Section 3 below, if the public event meets one or more of the following criteria, the City Manager shall recommend that the public event be considered eligible for sponsorship:

1. The requestor's objectives and goals align with, and advance, the City's priorities of enriching the civic, charitable, cultural, economic, athletic, recreational, entertainment and other values of the Maple Valley community.
2. The requestor is a 501(c)(3) tax-exempt organization.
3. The likelihood that the event will, or has the ability to, generate an economic benefit for the immediate community of Maple Valley as a whole.
4. The requestor's event is open to the public, whether fee based or not, and does not preclude any segment from the community from attending.
5. The requestor's prior relationships with the City have been successful.

A public event that the City Manager recommends to the City Council for sponsorship shall not, however, entitle the event to sponsorship. The decision to offer sponsorship to a public event is within the sole discretion of the City Council.

SECTION 3. Limitations on Eligibility. The City reserves the right not to sponsor an event for any one of the following reasons:

1. City funds are not available or the City in its sole discretion does not believe it is in the best interest of the City to financially support the public event.
2. City staff and other City resources are not available to support the public event.
3. The event is primarily for commercial promotion or personal gain.
4. The event is to promote the sale or consumption of tobacco products, illegal drugs or gambling.
5. The event is to promote political parties or political advocacy groups.
6. The event is to promote religious groups or affiliations.
7. The event creates public safety issues that the City in its sole discretion deems unacceptable.
8. The City has previously sponsored the event and the City in its sole discretion wants to make City resources available to other appropriately qualified public events.
9. Any other reasonable and articulable reason for not sponsoring the event.

SECTION 4. City resources available to City sponsored public events.

In choosing to sponsor a public event, the City Council shall clearly establish and articulate the nature and scope of offered City resources, if any. The City Council may consider the following financial and/or in-kind support to the requestor:

1. Waiver of facility rental fees.
2. Waiver of special event permit application fees.
3. Extraordinary services provided by City Police, Fire and/or Public Works and Parks Department personnel.
4. Promotional, marketing or advertising support.
5. Monetary funding not to exceed \$5,000 per fiscal year.

Unless otherwise stated by the City Council, all City resources offered in conjunction with City sponsorship of a public event shall be limited to a one-time offer of support. The fact the City sponsored a public event one year shall not entitle the event to City sponsorship in the future. All City support shall be identified and acknowledged in writing by the City and the event organizers.

SECTION 5. Other Requirements. Public events sponsored by the City shall comply with any and all regulations set forth in the City of Maple Valley Municipal Code (MVMC), including but not limited to, MVMC 12.40 Special Event Permits, MVMC 18.50.010 Signs, MVMC 7.20 Lake Wilderness Lodge Fee and Policies, and Resolution No. R-17-1168 establishing policies for the use of Lake Wilderness Lodge.

PASSED by the City Council this 23rd day of July 2018.

Sean P. Kelly, Mayor

ATTEST:

Shaunna Lee-Rice, City Clerk

APPROVED AS TO FORM:

Patricia Taraday, City Attorney